

HOXWORTH BLOOD CENTER

University of Cincinnati Academic Health Center

April 25, 2008

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W., Room TW-A325
Washington, D.C. 20554

Re: MB Docket No. 04-233

Dear Ms. Dortch:

I am writing on behalf of Hoxworth Blood Center located in Cincinnati, Ohio and the positive relationship we have with the local media, specifically, Bonneville International-Cincinnati.

Hoxworth Blood Center, University of Cincinnati Academic Health Center is celebrating 70 years of saving lives. Hoxworth needs to collect from 350 volunteer blood donors and 40 volunteer platelet donors each day to keep up with the demands of tri-state hospitals and their patients. Founded in 1938, we serve 29 hospitals in 17 counties in Southwestern Ohio, Northern Kentucky and Southeastern Indiana. Annually, Hoxworth collects over 90,000 units of blood from local donors.

We are very fortunate to have a close working relationship with Bonneville International-Cincinnati. The radio stations have been very responsive to the needs of the blood center and our community by regularly airing public service announcements when our blood supply has been at a critical level. The staff at Bonneville International-Cincinnati has truly embraced Hoxworth Blood Center and is very helpful in getting the Hoxworth message out to the community.

In recent months, Hoxworth Blood Center has appeared on the stations' Public Affairs Show, Sunday Morning Magazine to discuss blood shortages affecting the community. We have also had very successful station remotes with WUBE and WKRQ; which promoted crucial blood drives.

In conclusion, Bonneville International-Cincinnati (WKRQ, WUBE, WYGY, WSWD) has been effective in serving my organization's needs as well as those of the community at-large. We see no need for additional rules or reporting requirements that insert federal oversight of the process of broadcasters serving the community.

Regards,



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